

CALGARY EXHIBITION
and
STAMPEDE
LIMITED



80th
ANNUAL REPORT
SEPTEMBER 30, 1965

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Calgary Exhibition and Stampede Limited

80th Annual Report

1965

Patrons:

His Excellency, General the Right Honourable Georges P. Vanier, D.S.O., M.C., C.D.,
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The Honourable J. Percy Page, Lieut.-Governor of Alberta
The Honourable E. C. Manning, Premier of Alberta

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Senator James Gladstone
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The Honourable Harry E. Strom, Minister of Agriculture, Edmonton
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J. Angus McKinnon
Ed. O'Connor
The Hon. Mr. Justice M. M. Porter
John Wilson, Jr.

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Ald. Geo. Ho Lem

Ald. J. C. Leslie
Ald. E. H. Starr

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First Vice-President, A. T. Baker
Second Vice-President, Charles Kennedy
General Manager, I. W. Parsons
Assistant General Manager, Tom Hall

Life Associate Director

Gordon McGachie

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Ald. E. D. Duncan
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D. Campbell
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W. Hawkins
C. D. Howarth

R. O. Leitch
A. G. Martin
A. C. MacWilliams, Q.C.
Ken McIver
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Harry E. Sales
Dave Sargeant
Robert Wray

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 A. P. Bowsher
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 Jack Currie
 A. D. Davis
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 Basil Dean
 Hugh Dempsey
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J. M. Dillon
 J. B. Dinning
 Norman W. Douglas
 W. B. Drever
 J. E. Duggan
 R. Dutka
 C. E. Edelstein
 J. D. Edworthy
 W. H. H. Elliott
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 T. A. Ellis
 E. K. Elton
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 W. P. Fleming
 C. W. Fowler
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 W. A. Greenway
 H. T. R. Gregg
 J. L. Hagan
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 Orrin Hart
 Brig F. M. W. Harvey, V.C.
 Phil Heather
 Tom Hebson
 R. J. Hegan
 Harold Henker
 W. S. Herron
 Harry Hobbs
 F. M. Holden
 Glen Holmes
 E. A. Hookway
 Nelson Hoy
 Wm. Hudson
 R. Hutton
 Peter Jameson
 R. H. Jenkins
 Reg. F. Jennings
 Doug Johnson
 James Johnson
 J. B. Jones
 Eldon Kaun
 J. Howard Kelly, Q.C.
 Wilson Keith
 James Kerr
 J. D. Kester
 I. F. Kirkby
 F. C. Klasing
 W. F. Knode
 George Lancaster
 Ernest Lamm
 J. D. Latour

K. M. Leach
 John Leask
 Geo. Lee
 Chas. H. Leech
 George Les Strange
 Dr. A. E. Lewis
 Herman Linder
 E. A. Locke
 Harold Long
 Eric Longeway
 Geo. Longeway
 Jas. A. Love
 Wm. N. Love
 Benton Mackid
 Dale Main
 A. H. Manning
 K. M. Manning
 E. S. Marshall
 Fred Maxie
 J. C. Mayne
 W. S. McCallum
 Frank Mirtle
 Tom Moore
 W. C. Morley
 K. J. Morrison
 J. Moxon
 Alex Munro
 Mrs. Jean Murdock
 Frank McCool
 H. G. McGinn
 D. F. McIntosh
 Charles McKinnon
 Mrs. Donald J. McKinnon
 Angus McLennan
 H. MacMillan
 T. Macmillan
 Frank M. McMahon
 George L. McMahon
 Chuck McNaughton
 D. L. McNeill
 Stuart McRae
 George McVety
 Floyd C. Nattrass
 Fred Newcombe
 C. O. Nickle
 Ed. Noad
 Wm. Paterson
 D. F. Penn
 P. Petrasuk
 J. O. Pitts
 Frank Potts
 Wm. Pratt
 Stan. Price
 J. M. Pryor
 R. N. Ralph
 Stu Rasmussen
 Owen Richards
 Stewart Riddle
 Don Ritz
 Paul Rowe
 Hardy E. Salter
 R. L. Sanburn
 H. J. Scholefield

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Fred Shaw	Frank Swanson	L. J. Watson
M. A. Shortt	Geo. A. Sweany	J. M. Watson
Harold Simonson	Ernie Taylor (E.L.)	Niels Weismose
Com. A. R. Smith (R.C.N.)	Ward B. Tennis	Bruce Willson
Warren Smith	Geo. H. Thompson	Alan G. Wilson
Ted Soskin	Harold Trentham	Edward C. J. Wilson
Chief Insp. C. Stagg	Geo. T. Valentine	J. H. Wilson
A. R. Smith (Art)	Supt. J. L. Vachon	John Wilson, Sr.
John Stevenson	J. Van Tighem	Wm. Winslow
Donald C. Stewart	Don Trivett	Fred Yeabsley
Lawrence Stone	H. S. Walker	Sherman Yelland
J. G. Stothart	Robert Warren	

Administration:

Wilf Baker	Assistant Secretary	Wm. Marshall
Dick Cosgrave	Stampede Arena Dir.	Building and Maintenance Supt.
Charles Duncan	Grounds Supt.	Max McAra Supt., Space & Concessions
John Foster	Buildings Engineer	D. T. McKillop
Duncan K. Grant	Assist. Manager, The Corral and Big Four	Mgr. The Corral and Big Four
Ken Greenway	Livestock Superintendent	W. D. Tidball, C.A.
Jim Hays	Electronic Supervisor	Chief Accountant
		J. Lloyd Turner
		Sports Consultant
		Donald C. Welden
		Publicity Director

Committees of Calgary Exhibition and Stampede For 1965

NOTE: The President, Donald C. Matthews, and the General Manager, I. W. Parsons are ex-officio members of all committees.

EXECUTIVE COMMITTEE—Donald C. Matthews (Chairman); Dudley Batchelor (ex-officio); A. T. Baker, J. B. Cross, George Edworthy, Ald. Geo. Ho Lem, Charles Kennedy, H. Gordon Love, The Hon. Mr. Justice M. M. Porter, Ald. E. H. Starr.

ATTRACTIONS & GRANDSTAND COMMITTEE—E. Peter Loughheed (Chairman); A. T. Baker, Holland Cameron, Wm. G. N. Egbert, F. E. Maxie, F. A. McKinnon, Donald C. Welden.

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DOWN TOWN ATTRACTIONS COMMITTEE—Ed. O'Connor (Chairman), G. H. Beavers, R. Bradley, Eben B. Bremner, Orville Burke, S. Booth Card, Jr., Larry Carey, Merv Cozart, J. M. Dillon, Geo. Dunaway, E. K. Elton, Frank Finn, Bob Freeze, Ted Halford, T. B. Hall, Fritz Hanson, R. H. C. Harrison, Q.C., Harold Henker, George Hill, Dale Main, Don McLaws, Paul Rowe, Percy Smith, Dr. A. D. Sparrow, Geo. Sweany.

EXHIBITS COMMITTEE—George Hill (Chairman); Ken Ford, Owen Funnell, J. A. Grogan, Ernest Lamm, T. Neale Roche, E. L. Taylor, Niels Weismose.

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FRIDAY MORNING COMMITTEE—Charles Kennedy (Chairman), R. T. Alderman, N. F. Bell, Archie Boyce, Maurice L. Brown, A. J. Dixon, M.L.A., Norman W. Douglas, E. A. Locke, Ward Tennis.

GROUND & DEVELOPMENT COMMITTEE—J. B. Cross (Chairman); A. T. Baker, Geo. Edworthy, Charles Kennedy, H. Gordon Love, The Hon. Mr. Justice M. M. Porter.

HORSE SALE COMMITTEE—Ian S. Brown (Chairman); A. G. Bailey, Joe Bews, D. Cosgrave, C. Copithorne, Frank Finn, H. T. R. Gregg, Wm. Pratt.

HORSE SHOW COMMITTEE—Ian S. Brown (Chairman), Wm. Pratt (Vice-Chairman), A. G. Bailey, John Ballem, Dick Cosgrave, Frank Finn, Mrs. Ralph Graham, Brig. F. M. W. Harvey, V.C., Miss Margaret Hess, Bob Heberton, Glen Judd, Stuart McRae, Geo. McVety, C. W. (Red) Watson.

- INDIAN COMMITTEE**—T. B. Hall (Chairman); R. Bradley, J. B. Cross, James Kerr, I. F. Kirkby, Benton Mackid.
- INSURANCE & MEDICAL COMMITTEE**—F. C. Manning (Chairman); Dr. L. G. Alexander, A. T. Baker, Tom Eggertson.
- JUNIOR ACTIVITIES COMMITTEE**—Charles Kennedy (Chairman), Gordon Fox (Vice-Chairman); T. F. Allison, Norman Bell, R. E. Hingston, James Johnson, John Leask, Mrs. Irene Leavitt, C. L. Usher.
- LIFE DIRECTORS COMMITTEE**—J. B. Cross (Chairman); C. M. Baker, M. A. Dutton, George Edworthy, H. Gordon Love, F. C. Manning.
- LIVESTOCK COMMITTEE**—Donald C. Matthews (Chairman); M. R. Boake, Curtis Clarke, J. B. Cross, Wm. Hudson, Charles Kennedy, John Leask, J. A. McKinnon, John Wilson, Jr.
- BEEF CATTLE SECTION**—M. R. Boake (Chairman), Dave Bradshaw, Ian S. Brown, G. W. Bull, E. J. Cammaert, Orrin Hart, H. G. Hymas, E. Noad, Warren Smith, Lawrence Stone.
- DAIRY CATTLE SECTION**—Curtis Clarke (Chairman), A. W. Anderson, Nelson Hoy, Eric Longeway, George Longeway, Norman Moore, Owen Richards, Fred Yeabsley.
- HORSE SECTION**—J. A. McKinnon (Chairman); Dwight Ellis, Thomas Macmillan, I. V. Parslow, Bruce Roy, Hardy E. Salter, Donald C. Stewart, J. G. Stothart.
- SHEEP SECTION**—John Wilson, Jr. (Chairman), W. S. Benson, John Campbell, C. W. Fowler, Tom Hebson, Harold Trentham.
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- MIDWAY & CONCESSIONS COMMITTEE**—M. A. Dutton (Chairman), W. B. Drever, W. F. Knode, F. W. Mirtle, Tom Moore.
- PARADE COMMITTEE**—J. A. Grogan (Chairman), S. Adams, Dr. L. G. Alexander, N. S. Barker, A. P. Bowsher, R. Bradley, Eben Bremner, Tom Brook, Ian S. Brown, S. Boothe Card, Gordon Carter, Col. F. Clifford, Pete Cormack, Dick Cosgrave, Tom Dawson, Jack Dillon, Dwight Ellis, Ian S. Forbes, Bob Freeze, Roy Graves, Ted Halford, Tom Hall, M. L. (Fritz) Hanson, Phil Heather, Harold Henker, Wm. Herron, Geo. Hill, Glen Holmes, Charles Kennedy, Benton Mackid, Ed. Madill, John Mooney, Charles McKinnon, George McMahon, Stuart McRae, Ed. O'Connor, Harry Sales, W. E. Slater, A. R. Smith, Ald. E. H. Starr.
- POT O'GOLD COMMITTEE**—M. A. Dutton (Chairman), E. J. (Ted) Brookes, J. Angus McLennan.
- PUBLICITY COMMITTEE**—A. T. Baker (Chairman), The Hon. Mr. Justice M. M. Porter.
- RACE ADVISORY COMMITTEE**—George L. Crawford, Q.C., (Chairman), G. Max Bell, R. G. Christie, F. M. Holden, K. M. Leach, I. V. Parslow, Stewart Riddle, Col. J. Fred Scott.
- RACE PROMOTION COMMITTEE**—George L. Crawford, Q.C. (Chairman), V. W. Abercrombie, G. Max Bell, R. M. Deyell, Owen Funnell, H. T. R. Gregg, Frank Heagle, Wm. Pratt, Col. J. F. Scott.
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- SATURDAY MORNING COMMITTEE**—Neil S. Harvie (Chairman), Alex G. Bailey, Dick Cosgrave, J. B. Cross, Geo. Edworthy, Fred Maxie.
- SPECIAL PARADES COMMITTEE**—J. A. Grogan (Chairman), Ed. O'Connor, Geo. L. Crawford, Wm. P. Fleming.
- SEED FAIR & SHORT COURSE COMMITTEE**—(Exhibition representatives to) A. T. Baker, D. C. Matthews, Geo. Edworthy, (alternate).
- STAMPEDE COMMITTEE**—George Edworthy (Chairman), Dick Cosgrave, M. Cozart, J. B. Cross, Donald Cross, Jack Edworthy, Stuart McRae.
- TRAFFIC COMMITTEE**—J. B. Dinning (Chairman), D. Campbell, Fred E. Clarke, A. H. Manning, Geo. Shields, Chief Inspector Chris Stagg, Insp. Geo. Kemp.

ANNUAL REPORT

of the

Calgary Exhibition and Stampede Ltd.

For the Year Ended 30th September, 1965

TO THE SHAREHOLDERS:

Gentlemen:

The official audited attendance at the 1965 Calgary Exhibition and Stampede totalled 559,764 as compared to 573,560 in 1964. The very inclement weather, which plagued the Stampede from Tuesday through Saturday, was responsible for the decline in attendance this year.

The Lord Strathcona Horse (R.C.) presented a farewell performance and March Past on Tuesday evening. The salute was taken by Major General J. M. Rockingham, C.B.E., D.S.O., E.D., who was joined on the reviewing stand by Brigadier General F. M. W. Harvey, V.C. and President Donald C. Matthews.

Our 1965 Exhibition and Stampede was officially opened by Mr. Walt Disney, who also took part in the Monday Morning Parade. The Parade, which was led under ideal weather conditions by Mr. Marty Wood, the Parade Grand Marshal, was received by an estimated crowd of 180,000 enthusiastic visitors to the Stampede. Trophies and prizes were presented to the successful contestants on Saturday evening by Maurice E. Hartnett, past General Manager of the Calgary Exhibition and Stampede, who retired from office on March 1st, 1965. Mr. Hartnett's immeasurable contribution to the Company's progress during his thirteen years as General Manager was recognized at a Stampede Week luncheon attended by 250 of his associates, including Fair Managers and officials from all parts of the continent.

Thursday evening, which has been set aside as the night to present a pageant depicting the yearly theme of the Show, was rather disappointing, as the race track was a sea of mud and the very colourful parade was unavoidably cancelled. However, the introduction of rodeo champions dating as far back as 1919 took place on the Grandstand stage and was very well received by our patrons. The theme for the 1965 Stampede was "Salute to the Cowboy" and was carried out throughout the week, not only during the Thursday evening pageant, but also on the evening Grandstand Show.

For the second year in a row, your Exhibition again produced its own Grandstand performance under the directorship of Mr. Randolph Avery, Executive Vice-President of Barnes and Carruthers Theatrical Enterprises, Inc. Chicago. We presented an excellent stage show, but again, due to the inclement weather, much of the program had to be cancelled from Wednesday to Friday. Complete performances were held on Monday, Tuesday and Saturday. One of the highlights of the show was the Chinese Dragon, which was purchased through Barnes and Carruthers and which will be used in the years to come. We were also very fortunate in being able to secure the services of Rex Allen, who was featured on the Grandstand Show. Miss Cleone Duncan, the Erickson Singers and the Chinese Community added their talents to make this an exceptionally fine show.

The Free Stage Show, presented in front of the Stampede Corral twice daily again drew large attendances and was very well received. Along with "The Littlest Hobo" who headlined the show, top acts were presented using both professional and amateur entertainment. Mr. Andy Wolandi, a very versatile clown, entertained the audience prior to the actual performances taking place. He also provided hundreds of boys and girls with laughter and merriment on his trips to the various children's hospitals throughout the City.

Even the poor weather could not dampen the enthusiasm of the people taking part in the Downtown Street Attractions. This feature of our Show never ceases to draw praise from our patrons who visit "The Greatest Outdoor Show on Earth".

Attractions in the Corral again drew large crowds and were very favourably received. Monday night was devoted to the Wrestling, Tuesday afternoon and evening drew the teenagers in large numbers when the Dave Clarke Five were presented on stage. This was a most popular attraction and gave the teenage set a day to remember. Wednesday produced an excellent show with Oscar Brand being on stage. The Ringling Brothers-Barnum and Bailey Circus took over the Corral for the remainder of the week and did exceptionally well, providing top-flight entertainment for both young and old.

Weather again was responsible for a slight decrease in both the Friday Morning Children's Program and the Saturday Morning Roundup. Mr. Gordie Howe presented the prizes, together with Rex Allen, to the lucky ticket holders during the Children's Program.

Royal American Shows provided an excellent Midway, although gross returns were slightly down due to the weather.

Stony, Sarcee, Blackfoot and Peigan Indians provided entertainment and colour throughout the week and their co-operation is gratefully acknowledged. The rain on Saturday night caused some discomfort and a degree of equipment damage to those camped in the village.

Exhibits in the Big Four Building drew thousands of spectators and all exhibits, both commercial and those of the arts, were of the highest calibre. The decorations both in the Big Four and along the Mall carried out the theme and made these areas very colourful.

Rodeo events and the Chuckwagon Races continue to be the main drawing cards, and although these attractions were held under very adverse conditions, all were completed and highly acclaimed by our spectators. The old adage "the show must go on" seemed to be instilled in all our competitors and performers and to this end our most heartfelt thanks go out to all of those partaking in "The Greatest Outdoor Show On Earth". The prize money offered this year reached a record high and as the three-year agreement with the Canadian Cowboys Rodeo Association has terminated this year, a new agreement must be drawn up before the 1966 Stampede takes place.

Attendance on the grounds during the year reached a total of 1,646,443.

	1963-64	1964-65
Stampede Corral	399,765	409,556
Agriculture Building	217,945	233,632
Big Four Building	236,384	240,468
Fort Calgary House	18,176	20,200
Race Meets	159,895	**132,823
Exhibition & Stampede	573,560	559,764
Sundry	50,000	50,000
	<hr/> 1,655,725	<hr/> 1,646,443

**Only four harness racing days compared with twelve in 1964 and thirty-nine flat racing days compared with thirty-seven in 1964.

Thoroughbred Racing, although plagued with cold, wet weather throughout most of the 39 days of racing, achieved record pari-mutuel play almost daily with wagering reaching an all time high. The public poured \$7,605,575 through the pari-mutuels during this period with the result that the horsemen will benefit greatly from this increase in revenue in the way of added bonuses being paid to those favoured in reaching the winner's circle. More box seats were installed in the grandstand area and a closed circuit television system was installed in the cashiers' section of the pari-mutuel plant, thus permitting cashiers to pay out to winning ticket holders much quicker.

The contract with Western Harness Raceways was terminated this year with the Harness Races being operated only four days. It would appear that this form of racing does not enjoy too much popularity in Calgary, which was reflected in the daily mutuel play.

This year the National Guernsey Show featured the livestock display in the Pavilion. The revised classifications for cattle, sheep and swine resulted in a reduced number of entries, but the calibre of the show was exceptionally high and the principle of the new classification has met with the approval of most breeders.

Despite the drop in attendance, the Pot O' Gold project broke all existing records. A change was made in the allocation of prizes with the grand prize remaining at \$50,000; daily prizes reduced from \$3,500 to \$3,000 and the five consolation prizes being increased from \$500.00 to \$1,000 each. The Kinsmen car award also enjoyed another successful year showing a slight increase over 1964.

All parking facilities were operating to full capacity during the week and again it must be noted that additional parking space must be acquired if a continued increase in attendance is to be achieved.

Your Junior Activities Committee again provided the opportunity for Southern Alberta boys and girls to attend a Farm Youth Camp in August, which was the most successful one held to date and also continued the practice of sponsoring the Southern Alberta 4-H Speaking Finals, another very successful venture. The Annual 4-H Livestock Show and Sale was held on Thursday, Friday and Saturday preceeding Stampede Week and was very well received by the exhibitors.

The Calgary Horse Show continued to show a sizeable increase in attendance and it was deemed necessary to increase the show by one additional day. The number of entries and exhibitors also showed an increase. Your Stampede Queen, Miss Donna Israelson and her two charming Ladies-In-Waiting, Mary Elizabeth MacDonald and Frances Chamberlain, were selected from a total of 16 young ladies competing for the honour of being your Stampede Queen. The competition is held annually under the joint sponsorship of the Associated Canadian Travellers and your Horse Show Committee.

The Horse Show also received national publicity as two hours of the Show was video taped by CFCN-T.V. for release to affiliated stations of the C.T.V. network.

Revenue from the Horse Sale was down slightly over 1964 as was the number of contributors. However, the overall average per animal was up, which indicates that a better grade of horse is being offered at the Sale.

The Stampede Corral enjoyed another successful year with Senior Hockey being presented to our hockey enthusiasts once again. Although only small crowds attended the opening games, by season's end the Corral was showing an almost sold-out sign to these games. In addition to the return of Senior Hockey many new attractions of a varied nature took place in the Corral. Some of these included the Dominion Figure Skating Championships, exhibition by the World Figure Skating Champions, the Jehovah's Witnesses booked to capacity houses all week, Masters Curling and others.

During the past year the property known as Lincoln Park was made available to the City of Calgary. Due to its size and proximity to the centre of Calgary your Board deemed it advisable to enter into negotiations with the City regarding the possibility of moving the Calgary Exhibition and Stampede to this location. After months of study and the preparation of a brief it was decided by your Board to withdraw our application as there seemed to be a divided opinion among the citizens of Calgary as to whether such a move was indeed necessary or practical.

Many staff changes took place during the past year with Mr. Irven W. Parsons being named your General Manager succeeding Maurice E. Hartnett, who retired on March 1st. Mr. Thomas B. Hall has assumed the post of Assistant General Manager, Wilfred A. Baker that of Assistant Secretary, which vacancy occurred with Barry W. Harrison's leaving the Company. Art Nieman, Jack Arbour and Fred Kennedy retired from the Company during the year leaving vacancies in their departments. Mr. Duncan McKillop has been named Manager of the Corral and Big Four; Duncan K. Grant has as-

sumed the position of Assistant Manager of the Corral and Big Four. Donald C. Welden has been named Publicity Director of the Company. In addition to these changes, Michael B. Symons has left the Company as has Mrs. Mary Trudel. Mrs. Margaret Gresham has replaced Mrs. Trudel. Mr. James Hayes has replaced Wilf Baker in the electronic department.

With deep regret we report the passing of many of our most valued members. P. J. Rock, an Honorary Life Director, passed away during the year. Mr. Rock had been a shareholder since 1938, a director since 1945, and an Honorary Life Director since 1957. He contributed greatly to the promotion of Racing and was a livestock contributor for many years. Mr. J. T. Atkinson, a shareholder since 1932; the Honourable Clinton J. Ford, a shareholder since 1926, and E. A. McCullough, a shareholder since 1944. We were also saddened by the loss of Walter L. "Squib" Ross, whose untimely death occurred on the eve of the Stampede.

Mr. Ross was actively engaged in the Stampede from 1910 and officially joined the Company in 1928. He became Assistant General Manager in 1951 and upon his retirement became Company Historian until his death in July. Mr. Alvin Wentz joined our organization in 1964 and until his death was employed in our Electronics Department. Our sincere sympathy is extended to the families of these gentlemen.

It is our pleasure to again acknowledge the efforts of all those persons and organizations whose co-operation is so vitally necessary for the successful operation of our Company. Special thanks must be extended to members of the Press, Radio and Television. Our appreciation must also be extended to officials of the City of Calgary, the Dominion and Provincial Governments, our directors and associate directors, to donors of prizes and trophies, to members of the Southern Alberta Pioneers and Old Timers Association, to the Red Cross and St. John Ambulance, and to our exhibitors, contestants and judges. To all members of our staff whose loyal assistance and support has contributed greatly to our success.

Respectfully submitted,

DONALD C. MATTHEWS,
President.

IRVEN W. PARSONS,
General Manager



FINANCE CHAIRMAN'S REPORT — 1965

TO THE SHAREHOLDERS:—

Gentlemen:

In my report last year I said:

"In examining these accounts it is well to bear in mind that the Exhibition does not charge depreciation against earnings as all commercial enterprises do and, therefore, its so-called net earnings are shown as being larger than they actually are if compared on the basis of accepted commercial accounting. However, the properties shown on the balance sheet are carried at \$500 only plus the balance remaining unpaid on them, and no value is attached to the lease of the property."

It has been decided that the accounts in the future should be set up on a basis of earnings less depreciation in order to more soundly state the progress that the organization is making. The statement that is before you is set up on that basis and shows net earnings of \$546,897 less depreciation of \$499,328, or a profit of \$47,569. This method does not alter the cash flow but it does reflect the true profit as depreciation is an actual expense borne by the business.

Professional appraisers were engaged to value the improvements on the grounds, and the equipment and supplies were valued by our own management. This results in a total value for depreciation purposes of \$8,491,498 calculated on the basis of replacement cost less experienced depreciation. The rates of depreciation applicable to the various assets have been taken on the basis normally applied to like assets by commercial enterprises subject only to the necessity to accommodate them to the fact that we have only a leasehold interest in the land.

The net earnings before depreciation are down by \$30,000 from last year, a rather remarkable showing in view of the weather conditions which prevailed for this year's Stampede.

The cash position shown by the balance sheet is more than adequate to retire our current and long-term debt which the statement shows is now reduced to \$320,000. A payment of \$110,000 on account of this debt will be made from this year's earnings in keeping with the terms on which the money was borrowed. Your Directors have authorized the prepayment of the debt of \$20,000 to the City, and your Executive has been authorized to retire the balance of the long-term debt if, on examination of current needs, the funds are available.

Management and staff are to be congratulated on the care which they have exercised in expenditures which, it will be observed, are almost identical with last year's except for the item of expansion study.

Respectfully submitted,

M. M. PORTER,

Director in Charge of Finance.

November 3rd, 1965.

Calgary Exhibition and Stampede Limited

(Incorporated under the Laws of Alberta)

BALANCE SHEET

September 30, 1965

(with comparative figures for 1964)

ASSETS

	1965	1964
CURRENT:		
Cash	\$ 195,040	\$ 133,354
Short term deposits	400,000	200,000
Accounts receivable less allowance for doubtful accounts of \$1,124 (1964 - 3,231)	75,552	54,363
Inventory, valued at the lower of cost or market	12,488	9,216
Prepaid expenses	5,377	1,300
Deposits	3,635	10,425
Total current assets	692,092	408,658
 INVESTMENTS AT COST:		
Government of Canada bonds (market value \$86,821) (1964—\$87,003)	106,425	106,425
 FIXED—Valued at depreciated replacement cost in accordance with appraisals with subsequent ad- ditions at cost (See note)		
Buildings	7,778,033	
Equipment	150,471	
Leasehold improvements	562,994	
	8,491,498	207,429
Less accumulated depreciation	499,328	
	7,992,170	207,429
	<u>\$8,790,687</u>	<u>\$722,512</u>

Calgary Exhibition and Stampede Limited

(Incorporated under the Laws of Alberta)

BALANCE SHEET

September 30, 1965

(with comparative figures for 1964)

LIABILITIES

	1965	1964
CURRENT:		
Accounts payable	\$ 34,806	\$ 39,143
Advance reservations	8,817	9,183
Long term liabilities maturing within one year	110,000	110,000
	<u>153,623</u>	<u>158,326</u>
LONG TERM:		
City of Calgary	20,000	30,000
5¼% Capital bank loan	300,000	500,000
	<u>320,000</u>	<u>530,000</u>
Less amounts maturing within one year shown as a current liability	110,000	110,000
	<u>210,000</u>	<u>420,000</u>
RESERVES:		
Junior Activities	121,813	131,406
Canadian Centennial parade (1967)	15,000	12,000
	<u>136,813</u>	<u>143,406</u>
CAPITAL:		
Authorized—5,000 shares of a par value of \$1.00		
Issued—3,950 shares	3,950	3,900
Less due from subscribers	3,160	3,120
	<u>790</u>	<u>780</u>
Increase in value of fixed assets arising from ap- praisal (See note)	8,241,892	-----
Earned surplus	47,569	-----
	<u>8,290,251</u>	<u>780</u>
	<u>\$8,790,687</u>	<u>\$ 722,512</u>

On behalf of the Board,
D. C. MATTHEWS, Director,
M. M. PORTER, Director.

See accompanying note to financial statements

This is the Balance Sheet referred to in our Report to the Shareholders dated October 27th, 1965.

CLARKSON, GORDON & COMPANY,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

STATEMENT OF PROFIT AND LOSS AND EARNED SURPLUS

For the year ended September 30, 1965
(with comparative figures for 1964)

	1965	1964
Departmental operations (after deducting operating expenses):		
Exhibition Week	\$530,835	\$558,284
Racing	99,354	59,627
Stampede Corral	22,520	34,473
Big Four Building	99,107	97,712
Agriculture Building	8,767	883
Fort Calgary	5,019	4,211
Horse Sale	1,889	1,732
Other income:		
Grants and donations	106,505	106,575
Rentals	28,908	27,608
Interest on investments	11,210	4,596
Sundry	12,155	8,545
	<u>926,269</u>	<u>904,246</u>
Unallocated general expenses:		
Administration	88,000	88,734
Audit and legal	3,148	2,934
Grounds and maintenance	77,977	68,169
Livestock supervision	12,637	13,312
Advertising and publicity	75,080	82,568
Seed fair	1,658	1,601
Grants, donations and memberships	1,976	2,271
Insurance	16,465	14,684
Interest and exchange	154	1,198
Purchasing and stores	6,592	6,884
Workmen's compensation and unemployment insurance	3,736	3,526
Pension plan	15,100	19,631
Group life and medical insurance	4,799	4,002
General medical	1,134	2,687
Sundry	8,727	5,471
Provision for doubtful accounts	511	1,479
History and archives	3,333	3,711
Sales department	3,246	4,508
Sports consultant	2,895	
Canadian Centennial parade (1967)	3,000	
Expansion study	49,204	
	<u>379,372</u>	<u>327,370</u>
Revenue before appropriations or depreciation (See note)	546,897	576,876
Appropriations from net revenue:		576,876
Depreciation	499,328	
Net profit for the year representing earned surplus at September 30, 1965	<u>\$ 47,569</u>	<u>-----</u>

See accompanying note to financial statements

AUDITOR'S REPORT

To the Shareholders of
Calgary Exhibition and Stampede Limited

We have examined the balance sheet of Calgary Exhibition and Stampede Limited as at September 30, 1965 and the statement of profit and loss and earned surplus for the year ended on that date and have obtained all the information and explanations we have required. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

During the year a change has been made in the method of valuing and accounting for fixed assets and their amortization. We approve the change as set out in the accompanying note.

In our opinion and according to the best of our information and the explanations given to us, and as shown by the books of the Company, the accompanying balance sheet and statement of profit and loss and earned surplus are properly drawn up so as to exhibit a true and correct view of the state of the affairs of Calgary Exhibition and Stampede Limited at September 30, 1965 and the results of its operations for the year then ended, in accordance with generally accepted accounting principals which, except as to the change referred to above, have been applied on a basis consistent with that of the preceding year.

October 27, 1965
Calgary, Alberta.

CLARKSON, GORDON & CO.
Chartered Accountants.

CALGARY EXHIBITION AND STAMPEDE LIMITED NOTE TO FINANCIAL STATEMENTS

September 30, 1965

Prior to the 1965 fiscal year the policy of the company was to report on a modified cash basis. Under this policy annual appropriations were made from net revenue writing off the cost of acquiring certain additions and improvements to buildings, equipment and property and to reduce the book value of those assets which had previously been capitalized.

The accounting policy of the company has been changed for the 1965 fiscal year. Under the new policy the value of buildings, equipment and leasehold improvements have been appraised and that amount together with the cost of assets acquired subsequently, has been capitalized. Depreciation for the year amounting to \$499,328 has been provided. Depreciation has been calculated at rates designed to amortize the capitalized values over the estimated useful life of the assets. The buildings have been appraised at depreciated replacement cost as determined by independent appraisers in their report dated February 3rd, 1965. Other assets have been valued by officials of the company substantially in the same manner.

The difference between the appraised value of fixed assets and the former book value is shown in the balance sheet as "Increase in value of fixed assets arising from appraisal \$8,241,892."

Title to fixed assets is vested in the City of Calgary and their use by the company is in accordance with a long term lease.

Shareholders

Calgary Exhibition and Stampede Limited

1965

Name	No. of Shares	Name	No. of Shares	Name	No. of Shares
Abercrombie, V. W.	25	Farthing, H. C., The H.	25	Matthews Donald C.	25
Adams, C. W.	25	Fox, Gordon	25	Maxie, Fred	25
Adams, Stewart A.	25	Fraser, Ronald G.	25	McAra, J. Malcolm	25
Alderman, R. T.	25	French, Basil V.	25	McCullough, E. (Estate) ..	25
Allen, G. H., Q.C.	25	Funnell, Owen	25	McDonald, Hector	25
Allison, T. F.	25	Gibson, Dr. J. A.	25	McGachie, Gordon	25
Anderson, Dr. J. G.	25	Gregg, H. T. R.	25	McIntosh, Donald F.	25
Bailey, A. G.	25	Grogan, Jack	25	McKinnon, J. Angus	25
		Guichon, Urban	25	McLennan, J. Angus	25
				McMahon, Geo. L.	25
Baker, A. T.	25			McVety, Geo. L.	25
Baker, C. M.	25	Hall, Thomas B.	25	Might, O. H. E.	25
Batchelor, Dudley E.	25	Hargrave, H. T.	25	Milvain, Chas. N.	25
Beavers, R. H.	25	Harkness, Col. D. S.	25	Mirtle, F. W. B.	25
Bell, G. Max	25	Hart, Orrin S.	25	Morley, W. C.	25
Bell, N. F.	25	Hartnett, Maurice E.	25	Moore, Clarence M.	25
Black, D. E.	25	Harvie, E. L., Q.C.	25	Moyer, J. W.	25
Boake, M. R.	25	Harvie, Neil S.	25		
Boulton, Lester C.	25	Hays, Harry, The Hon.	25	Noad, Edward F.	25
Boyse, A.	25	Hays, Dr. T. E.	25	Nowers, E. B.	25
Brown, Ian S.	25	Herron, W. S.	25		
Brown, Maurice L.	25	Hill, Geo. E.	25	O'Connor, Ed.	25
Brown, T. P.	25	Howard, H. E.	25		
Bull, Geo. W.	25	Howard, H. J.	25	Parkinson, S. J.	25
Burns, Richard J.	25	Hudson, Tom	25	Parslow, I. V.	25
Burton, Pat	25	Hudson, William	25	Peterson, E. E.	25
Byers, Jack	25	Hunter, H. M.	25	Phillips, H. L.	25
		Hymas, Howard G.	25	Porter, The Hon. Mr. Justice, M.M.	25
Cammaert, Emile	25	Jenkins, Ronald H.	25	Price, R. G.	25
Carlyle, Grant	25	Jennings, R. F.	25		
Cartwright, S. J.	25	Johnston, Geo. Herbert	25	Ralph, R. N.	25
Chambers, E. J., Q.C.	25	Kelly, J. Howard	25	Riddle, Stewart	25
Christie, R. G.	25	Kennedy, Charles	25	Robertson, A. M.	25
Cohen, Harry	25	Kerr, James	25	Rock, Phillip	25
Copithorne, C.	25	Knode, W. F.	25		
Cozart, M.	25			Salter, Hardy E.	25
Crawford, Geo. L., Q.C.	25	La Borde, E. H.	25	Scholefield, H. J.	25
Cross, Donald J. A.	25	Lancaster, Geo. C.	25	Scrymgeour, J. A.	25
Cross, J. B.	25	Laycock, T. D.	25	Selby, Dr. R. C.	25
Cross, John	25	Laycock, T. Hayes	25	Sparrow, Dr. A. D.	25
Cunnington, Col. D. G. L.	25	Leach, K. M.	25		
		Lepper, F. H.	25	Stollery, C. A.	25
Davis, Arthur D.	25	Linder, Herman	25	Stone, L. H.	25
Dean, Basil	25	Lougheed, E. Peter	25	Streeter, Allie	25
Denoon, W. S.	25	Love, H. Gordon	25		
Dillon, J. M.	25	Love, James A.	25	Tanner, E. H.	25
Dinning, J. B.	25			Taylor, Ernest L.	25
Dinning, R. J.	25	MacDonald, Donald J.	25	Thompson, G. H.	25
Douglas, Norman W.	25	Mackid, Benton	25		
Dutton, M. A.	25	MacLeod, J. E. A.	25	Watson, E. Bruce	25
		Manning, A. H.	25	Weismose, Niels	25
Edgar, W. J.	25	Manning, K. M.	25	Wilson, John Sr.	25
Edworthy, Geo.	25	Manning, F. C.	25	Wilson, John Jr.	25
Edworthy, J. D.	25	Marshall, Edmund S.	25	Wright, Dr. H. P.	25
Ellis, Dwight	25	Marshall, James C.	25	Willumsen, Lars	25

Twenty-Nine Years of Progress

	1937	1938	1939	1940	1941	1942	1943	1944
Monday ----	36,260	38,541	39,419	42,755	50,574	50,962	51,233	52,040
Tuesday ----	33,231	30,289	33,829	30,997	35,741	34,168	30,041	35,300
Wednesday	34,574	32,162	35,195	37,092	38,259	39,757	37,550	42,245
Thursday --	31,407	30,587	34,587	34,581	35,524	35,210	36,074	35,892
Friday -----	48,483	50,768	54,069	55,555	59,203	59,049	62,466	68,336
Saturday ----	36,599	41,083	42,936	43,869	48,119	15,135	48,488	51,645
	220,554	223,430	240,035	244,849	267,420	234,281	265,852	285,458

	1945	1946	1947	1948	1949	1950	1951	1952
Monday ----	59,481	64,692	63,911	64,854	70,951	73,979	59,461	78,175
Tuesday ----	38,271	47,545	43,672	49,612	66,943	45,004	63,874	55,555
Wednesday	43,189	59,389	53,958	63,575	72,307	73,501	70,601	66,766
Thursday --	39,730	43,936	42,047	51,502	48,301	45,967	53,890	55,861
Friday -----	65,559	70,175	71,954	78,426	78,612	72,793	79,820	89,040
Saturday ----	47,871	54,011	58,922	69,014	70,840	61,891	80,621	87,743
	294,101	339,748	334,464	376,983	407,954	373,135	408,267	433,140

	1953	1954	1955	1956	1957	1958	1959	1960
Monday ---	80,520	76,267	87,842	97,663	98,836	104,418	110,220	97,665
Tuesday ---	65,491	69,481	80,640	84,458	79,050	85,492	91,026	81,431
Wednesday	72,911	75,930	82,265	87,156	88,683	94,147	99,837	85,592
Thursday .	57,661	66,542	66,467	74,468	70,610	74,074	77,022	65,783
Friday -----	94,017	100,755	102,706	81,292	93,637	94,953	110,976	102,365
Saturday ---	81,237	93,306	100,874	97,234	107,559	96,252	102,634	95,097
	451,837	482,281	520,794	521,271	538,375	549,336	591,715	527,933

	1961	1962	1963	1964	1965
Monday ---	88,175	94,362	101,248	100,129	98,707
Tuesday ---	64,396	79,453	87,035	85,785	86,566
Wednesday	94,450	99,675	75,920	94,019	87,170
Thursday	71,315	83,510	80,440	78,037	70,104
Friday -----	100,488	104,204	112,957	106,149	100,500
Saturday ---	96,033	124,463	114,646	109,441	116,717
	514,857	585,667	572,246	573,560	559,764

IN APPRECIATION

STAMPEDE EVENTS

Alberta Distillers Limited, Calgary; Mr. C. M. Baker, Calgary; Biltmore Hats Limited, Guelph, Ont.; Henry Birks & Sons Limited, Calgary; Calgary Brewing & Malting Company; Calgary Herald; Calgary Power Limited, and G. A. Gaherty; Canada Safeway Limited, Calgary; Canadian Western Natural Gas Co., Calgary; Mr. Mervyn A. Dutton; T. Eaton Company (Canada) Limited; General Supplies Limited; Chuck McNaughton; Great Western Garment Co., Edmonton; Hudson's Bay Company, Calgary; Imperial Oil Limited, Calgary; Radio Station CFCN, Mr. H. Gordon Love, Calgary; Hotel Palliser, Calgary; The F. R. Webster Memorial, Mr. A. D. Davis; Heart of Oak Ranch, R. H. C. Harrison, Q.C.; Nowers & Shortt Appraisers Ltd., Calgary; Sicks' Brewery (Alberta) Limited, Calgary; Standard Holdings Limited, Messrs. Dutton and Reg. F. Jennings, Calgary; John B. Stetson Company, Brockville, Ont., and Philadelphia, Pa., U.S.A.; Western Canadian Greyhound Lines Limited, Calgary; Union Milk Company, Calgary; United Grain Growers Limited, Calgary; Maloney Electric Co. of Canada; Woodward's Stores (Calgary) Ltd.

STAMPEDE PARADE

T. Eaton Company (Canada) Limited; Farm and Ranch Review, Calgary; Hook Signs Limited, Calgary; J. A. Grogan, Calgary; Pacific Petroleums.

FRIDAY MORNING SCHOOL CHILDREN'S PROGRAMME

Alberta Pacific Grain Company (1943) Limited, Calgary; Burns & Company Limited, Calgary; United Dairies Limited, Calgary; Hudson's Bay Company, Calgary; Western Airlines, Calgary and Calgary Herald; York Hotel, Calgary; T. Eaton Co. Ltd, J. H. Ashdown Hardware, Calgary.

OTHER DEPARTMENTS

Calgary Drafting & Blue Print Co., Calgary; Fyfe Smith Hardwood Ltd., Calgary; Department of Indian Affairs; Manning-Egleston Lumber Co., Calgary; Universal Hobby Supplies, Calgary; Barber Machinery Ltd.

NATIONAL GUERNSEY SHOW

Model Dairy, Palm Dairies Ltd., Union Milk Limited, Alpha Dairy, Calgary and District Cattle Breeding Centre, Calgary Feed Service, Dave Black, R. N. Ralph, Master Feeds, McClelland Veterinary Supplies, Animal Clinic, T. Eaton Co. Canada Ltd., Hudson's Bay Company, Canadian Guernsey Breeders, Ross D. Young, Alberta Guernsey Breeders Association, Dale Main, Royal Bank of Canada (Main Branch), Carlings Breweries (Red Deer), Brookhill Farm, Wivelsfied Farm.

LIVE STOCK

Clydesdale Horse Association of Canada, per T. P. Devlin, Secretary; Canadian Percheron Association, per Bruce A. Roy, Secretary; Alberta Percheron Club, H. E. Salter, Secretary; Canadian Belgian Horse Association, R. Trepanier, Secretary; Alberta Clydesdale Horse Association, J. G. Stothart, Secretary; Mrs. Will Moodie, Haslam, MacDonald and Hunter Distributing Co. Ltd.; Mrs. J. Charles Yule, Bill Durno trophy, Charlie Cox, Colpitts Ranches, Dr. L. S. McKidd and T. Hayes Laycock; Alberta Holstein Association per Jack Bailey, Secretary; Alberta Ayrshire Association per Rawleigh Smith, Secretary; Alberta Jersey Club per Mrs. Bill Schumaker, Secretary; Manning-Egleston Lumber Co., Ltd., Henry Birks and Sons.



